




Hannah Carnes

GRAPHIC DESIGN & COMMUNICATIONS

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 Philadelphia, PA
*Valid NZ Working Holiday VISA

Summary

Graphic designer with 9 years of experience in accessible and inclusive design for local government and nonprofit organizations. Proven commitment to conservation, social justice, and implementing bicultural design principles. Strong understanding in storytelling with respect for the customs and protocols of others. Created and managed 62 projects within the last 2 years which connected with over 2 million people.

Education

Illinois State University

Normal, Illinois
Graduated May 2018

Bachelor of Fine Arts
Major: Graphic Design
Major: Sculpture/Expanded Media

Cumulative GPA: 3.94/4.0
Graduated *Summa Cum Lauda*
Graduated with Honors

Skills & Knowledge

Graphic Design
Community Outreach
Interpersonal Savvy
Emotional Intelligence
Action Oriented
Multitasking
Motivating Others
Time Management
Communications Management
Client Relationship Management
Project and Event Management
Social Media Content Creation
Adobe Creative Suite
Illustrator
Photoshop
InDesign
Premiere Pro
Microsoft Office
Squarespace
Mailchimp
Slack
Canva
WordPress
HTML & CSS

Professional Experience

Graphic Designer

Health Federation of Philadelphia: Substance Use Prevention and Harm Reduction Division | July 2021–Present
Division of the Philadelphia Public Health Department striving to create a city free of overdose, stigma, and harms of the War on Drugs

- Transform scientific information from harm reduction field experts into accessible and inclusive visuals
- Write copy, design, and deploy print and digital materials including long-form typesetting
- Effectively execute and enforce brand and identity guidelines
- Develop and execute neighborhood-specific informational campaigns reaching 1.5 million people
- Completed a full website redesign which increased site traffic to almost 5k unique visitors each month

Visual Communication and Marketing Specialist

In-Sight Photography Project | September 2019–March 2022

Nonprofit providing financially inclusive arts programming that empowers youth to communicate their personal visions

- Concept, develop, and execute print and digital designs in alignment with visual brand identity and standards
- Collect and analyze data and feedback on communications, messaging, and brand identity effectiveness
- Interpret creative briefs into conceptual ideas that communicate to diverse communities
- Research and connect with the community about new engagement opportunities
- Responsible for the planning, coordinating, and implementing the organization's first annual report in 6 years
- Created and managed the 2019 and 2020 Annual Appeals which collectively raised over \$100,000

Marketing Associate | AmeriCorps Member

In-Sight Photography Project | November 2018–September 2019

- Completed a full website redesign
- Wrote copy, designed, and deployed email marketing campaigns through Mailchimp
- Managed social media content for Instagram, Facebook and Twitter for over 3,000 followers
- Created and managed all marketing materials for In-Sight's 21st Annual Auction which raised almost \$25,000

Graphic Designer

COCA - Center of Creative Arts | June 2016–March 2020

Nonprofit with a mission to enrich lives and build community through the arts

- Designed marketing collateral including brochures, posters, flyers, booklets, and merchandise which were distributed to over 50,000 people
- Created marketing plan for the Create Our Future Campaign, a \$45 million, multi-year effort to fund the capital renovation and expansion of COCA
- Coordinated photoshoots and photographed art productions and events for Marketing Team
- Provided exceptional customer service to students and parents with questions via telephone, email, and at productions and events

Additional Leadership Experience

Diversity and Inclusion Council Leader

Philly Cheer Elite | Philadelphia, PA | 2022–Present

- Create informative presentations and lead discussions surrounding LGBTQIA+ topics
- Help facilitate an inclusive environment at practices, events, and fundraisers
- Work with board members to make our organization an active part of the Philadelphia queer community

Trip Leader

Center For Community Engagement and Service Learning | Illinois State University | 2016–2018

- Developed Illinois State University's first sustainability cross-country volunteer trip
- Co-wrote grant proposal for \$22,000 and received full amount to fund transportation and housing
- Served as the primary leader looking after 35 participants during service trips